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ABSTRACT

Designed to assist social scientists interested in conducting mass communication research, this report describes a number of sources of mass communication data and information. The sources are grouped in two categories: print media (primarily newspapers and magazines) and electronic media (radio, television, and motion pictures). These categories are further divided into sections describing available indexes, union lists, catalogs, and directories. The sources described are limited to those in the United States and do not include books, recordings, cable television, and advertising. (FL)

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NUMBER SEVENTY-FOUR

M. GILBERT DUNN
and DOUGLAS W. COOPER

A Guide to Mass Communication Sources

With the assistance of
D. BROCK HORNBY
and DAVID W. LESLIE

NOVEMBER 1981

Published serially since 1966 by the Association for Education in Journalism. An official publication of AEJ.

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Manuscripts Accepted:

Lawrence Bowen, "Advertising and the Poor" (6/8/80).

Bruce M. Swain, "*The Progressive*, The Bomb and the Papers" (8/11/80).

John S. Nichols, "The Cuban Mass Media: Organization Control and Functions" (9/12/80).

Willard D. Rowland, Jr., "Problems in Broadcast Reform: The Illusion of Fulfillment" (9/29/80).

Robert J. Goldstein, "Freedom of the Press in Europe" (2/23/81)

James E. Grunig, "Communication Behaviors and Attitudes of Environmental Publics: Two Studies" (2/24/81)

Karen K. List, "William Cobbett and Philadelphia's Party Press, 1794-1799" (7/2/81).

M. GILBERT DUNN and DOUGLAS W. COOPER

A Guide to Mass Communication Sources

With the assistance of D. BROCK HORNBY and DAVID W. LESLIE

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The authors also acknowledge gratefully the assistance of Gary H. Arlen, public information officer for the American Film Institute; Marvin Arrowsmith and Grant Dillman, Washington bureau chiefs of, respectively, Associate Press and United Press International; Susan T. Bau of National Public Radio; Larry T. Bowin of Radio WETA, Alexandria, Va.; James Boylan, adjunct associate professor of journalism at Columbia University; Roger Davis and Kendon Stubbs of the University of Virginia's Alderman Library; Verne E. Edwards, Jr., professor of journalism, Ohio Wesleyan University; Catherine Heinz, director of the Broadcast Pioneers Library; George J. Jakabein of Mead Data Central; John Kuiper of the Library of Congress; Mary Lou Lathrop, formerly of the Bell & Howell Corporation; Gale E. Peterson, executive secretary of the Organization of American Historians; James P. Pilkington, administrator of the Vanderbilt Television News Archive; William L. Rivers, professor of mass communications, Stanford University; Berry Roth, administrative assistant for the Center for Research Libraries; Guido H. Stempel III, professor of journalism at Ohio University and editor of *Journalism Quarterly*, and Jane Westenberger, reference librarian, Virginia Commonwealth University.

THIS MONOGRAPH is designed to assist scholars, particularly social scientists, interested in conducting mass communications research. It may also be of value to librarians and other information science specialists. It describes as many sources of mass communications data and information as possible. Most readers will be aware of some of the sources described, but few will be familiar with all of them.

There appears to be an increasing interest in mass communications research. Opportunities for conducting research using media content appear to be expanding. Library holdings and special archives are now larger than ever. Private organizations have been accumulating, indexing and abstracting mass communications data, and government agencies are taking a more active role. As a result, there are more sources of data available to mass communications researchers today than ever before.

However, in the absence of any comprehensive guide to these data sources, many scholars are unaware of the available resources. The problem is especially severe for someone heading into mass communications research for the first time with no idea where to start. Research strategies, whether longitudinal or cross-sectional, suffer when researchers forego desirable sampling strategies and use only materials that happen to be available.

To assist in overcoming such difficulties, the authors have cataloged methods for achieving efficient entry into a mammoth storehouse of media sources. For convenience, the sources are grouped into two categories: print media (primarily newspapers and magazines) and electronic media (radio and television programs, and motion pictures), further divided into sections describing the available indexes, union lists, catalogs and directories and, finally, some

major collections assembled. The work is limited to mass communications sources in the United States and deliberately omits books and book publishing, recordings, cable television and advertising. Much of the information assembled here is not included in such standard references as *Sources of Information in the Social Sciences* by Carl M. White, *et al.* (1973); the *Aspen Handbook of the Media: Research, Publications, Organizations*, edited by William Rivers, *et al.* (1977); *The Modern Researcher* by Jacques Barzun and Henry F. Graff (1970); *Guide to Reference Books* by Eugene P. Sheehy (1976), and *Reference Books in Paperback* edited by Bohdan S. Wynar (1972). The authors have simply pieced together for the first time fragments of practical data-collection advice for the media scholar.

"Mass communications research has advanced at least to the stage where it is gaining an identity of its own: its own taxonomy of major concepts, terms and theories. The time has arrived when that body of knowledge has accumulated "such a dense ticket of terminology that new conceptual contributions to the field seem less important than straightening out the old ones." (Blake and Haroldson, 1975:3).

THE PRINT MEDIA

Print media resources generally are more numerous than those of the electronic media. Libraries typically have more newspapers, magazines, journals, pamphlets and the like, covering longer periods, than broadcast holdings or recordings. Compared with radio and television programs, print is much cheaper to store and preserve, especially in this day of microform technology. Furthermore, content analysis is easier to do with print media products; studying electronic media products often requires the additional step of preparing transcripts suitable for coding.

Identification of Materials through Indexes

Indexes to newspaper and other print media content are available in most large libaries. Such indexes can often provide a general idea of material available for such purposes as how many newspapers endorsed a candidate, which newspaper supported which candidate and the dates and page numbers of such endorsement.

The biggest problem lies in their reliability and comparability. The latter problem disappears, of course, when only one index is needed. However, the Law Communications Project study discerned no systematic biases in any of the several indexes consulted.

A more manageable problem than lack of reliability and comparability is variation in labels. For example, items about the feminist movement may be found under "Women" in one index, "Sexism" or "Sex Roles" in another.

Recent technical developments in indexing procedures may reduce greatly or eliminate potential difficulties. Most promising is the Keyword-in-Context (KWIC) computer routine. This automatic coding process arranges listings by alphabetizing the citations according to major words in the title (or headline) or in the text, or it may rely on the author's own selection from a master word list. A chief advantage of KWIC indexing is that the elapsed time between the date of the item and its appearance in an index is decreased substantially. KWIC indexing is also highly reliable. With the advent of computer-assisted typesetting, completely automatic indexing systems are possible. "Conceivably, any future publication could index its issues with only the expense of a few minutes of computer time daily. . . . The long-range benefit of more accessible material for scholars is beyond calculation." (Pasqua, *et al.*, 1975:29.).

Most daily newspapers are not indexed in any way suitable for systematic research. Such potentially useful sources as the Boston *Globe*, Cleveland *Plain Dealer*, Detroit *Free Press*, Kansas City *Star* and St. Louis *Post-Dispatch* have not been indexed.

There are nonetheless a good many useful indexes to print media, including two comprehensive guides to indexes: L. A. Harzfeld's *Periodical Indexes in the Social Sciences & Humanities* (1979) and the *Chicorel Index to Abstracting and Indexing Services: Periodicals in Humanities and the Social Sciences* (2nd ed., 1978). Milner's *Newspaper Indexes: A Location and Subject Guide for Researchers* (1979) lists newspapers that have been indexed and adds a list of repositories containing information on the subjects indexed, cost of searches and availability. The Fall 1977 edition of *Reference Quarterly* provides a survey of the 50 state libraries, indicating their indexes, the subjects they cover and their scope, frequency and source (Sell, 1977: 13-16).

Another promising resource for journalism scholars is the *Lathrop Report on Newspaper Indexes*, now being published privately in installments by two former employees of the Micro Photo Division of Bell & Howell. When it is complete, the *Lathrop Report* will contain detailed descriptions and sample illustrations of approximately 500 newspaper indexes throughout the U.S. and Canada (Cherry, 1979:588). The *Report* is available directly from Mary Lou and Norman Lathrop, Box 198, Wooster OH 44691.

Of regional interest is *A Guide to Newspapers in New England* (1978), a publication of the New England Library Association which lists newspapers and newspaper indexes held by academic and state libraries in New England.

Newspaper Indexes. Generally, newspaper indexes are available in published volumes, microform or both. Some smaller ones are little more than manila-folder or "shoe-box" collections (Cherry, 1979). Indexes are produced by commercial organizations, libraries and the newspapers themselves. Some are "on-line" to a computerized data base. Most are as yet "off-line."

Of particular value are those that index more than a single publication. Of these the most comprehensive is the Newspaper Index (1972-), published by the Micro Photo Division of the Bell & Howell Corporation, Wooster, Ohio, a topical compilation of most articles appearing in the Chicago *Tribune*, Los Angeles *Times*, New Orleans *Times-Picayune* and Washington *Post*. (The *Washington Post Index* itself has been shifted to Research Publications, Woodbridge, Conn., unbroken, while Bell & Howell continues to publish it as well.) Each of the newspapers is indexed separately according to general, pre-selected headings. The separate indexes are then made available in a monthly volume, in which references to all relevant articles in each of the papers are listed. A name index follows the subject listing. Four-year cumulations for 1972-1975 and 1976-1979 are available.

Another, the *National Newspaper Index*, an integrated index covering the *Christian Science Monitor*, New York *Times* and *Wall Street Journal*, is published monthly from January 1, 1979, to date by the Information Access Corporation, Menlo Park, Calif. It is available only on microfilm.

The *California News Index* (1970-), published by the Center for California Public Affairs, an affiliate of the Claremont Col-

leges, indexes news stories from the Los Angeles *Times*, Sacramento *Bee*, San Diego *Union*, San Francisco *Chronicle* and *Examiner*, and the San Jose *Mercury* and Sunday *Mercury-News*. The index is limited to articles pertaining primarily to California. Index headings are arranged according to subjects, names, places and areas, and organizations.

Of the several single-newspaper indexes, the best known, the *New York Times Index*, dates from 1851. Others include the *Subject Index of the Christian Science Monitor* (1960-), the *Wall Street Journal Index* (1959-) and the *National Observer Index* (1962-1977).

The *New York Times Index*, produced by the Microfilming Corporation of America (MCA), Sanford, N.C., also indexes the Associated Press "A" Wire and "Financial" Wire. MCA also produces indexes to the Washington *Star*, Atlanta *Constitution* and *Bergen* (N.J.) *Record*.

Recently Bell & Howell initiated five additional indexes of newspapers: Chicago *Sun-Times* (1979-), Denver *Post* (1979-), Detroit *News* (1976-), Houston *Post* (1976-) and San Francisco *Chronicle* (1976-). Other newspapers for which Bell & Howell will be furnishing indexes, many derived from state library files, are: *American Banker* (New York), *Arkansas Gazette*, Baltimore *Evening Sun*, *Barron's*, Charleston (W. Va.) *Gazette and Mail*, Cleveland *Press*, Des Moines *Register*, Flint (Mich.) *Journal*, Honolulu *Star-Bulletin*, Minneapolis *Tribune* and Raleigh (N.C.) *News and Observer*.

Recent computer data bases have begun to include news and news media. NEXIS, produced by Mead Data Central, Washington, D.C. offers the full text of major news materials since December 1, 1978. It is searchable by a combination of any of the following: date, section, length of article, headline, series name, by-line and dateline. One can similarly search the Associated Press and Reuters wire services, the first since March 14, 1979, the second since October 3, 1979.

The *Editorials on File Index*, first published in 1970, provides references to all newspaper editorials reprinted by *Editorials on File* from more than 140 American and Canadian Newspapers. The monthly index covers the contents of the two immediately preceding bi-weekly *Editorials on File*. A cumulative index, issued on a

quarterly, six-month and nine-month basis, consolidates the monthly indexes.

The *Alternative Press Index* (1969-), devoted largely to underground and politically oriented publications of modest circulations, was started by the Radical Research Center at Carleton College, Northfield, Minn., but is now a product of the Alternative Press Centre, Toronto, Canada. To date more than 125 publications have been indexed, ranging from such obscure journals and newspapers as *Black Panther* and *Workers Power* to more popular publications like *Center Magazine, Ramparts* and *U.S. Farm News*. Also indexed are such services as Alternative Features Service, Colorado Media Alliance, College Press, Dispatch News Service, Underground Press Syndicate and Zodiac News Service. The indexing procedures are similar to those of *Readers' Guide*, described below.

Some newspapers contract with local publishing concerns to produce indexes not commonly held by libraries; the newspapers themselves must be consulted. However, some large university and public libraries often index papers in their local community or region. For example, since 1971 Georgia State's library has indexed the Atlanta *Constitution* and Sunday *Journal-Constitution* and the Duke University library indexes the *Durham Morning Herald* from 1930 through 1969. "Morgues," filing systems maintained by most newspapers, often contain systems which in effect serve as indexes. Permission to use them must be asked. For example, the St. Louis *Post-Dispatch* has "cross-reference cards" which identify stories by subject, date and page.

Historic newspaper indexes are available in library holdings but vary in coverage. Many are housed at the Library of Congress, including the *Virginia Gazette Index* (1736-1780), *Brooklyn Eagle Index* (1891-1902), *New York Daily Tribune Index* (1891-1902). *New York Daily Tribune Index* (1875-1906) and *Ohio State Journal Index* (1934-1939). Thomas W. Jodziewicz's *Birth of America: the Year in Review, 1763-1783: A Chronological Guide and Index to the Contemporary Colonial Press* indexes 52 leading colonial and revolutionary newspapers on microfilm.

Magazine Indexes. The *Reader's Guide to Periodical Literature* (1900-), the best known index to popular literature, excluding newspapers, indexes about 160 weekly, bi-weekly, monthly and

quarterly magazines and journals on a topical basis. Selection of publications is based largely on responses to questionnaires sent to U.S. libraries, seeking materials read by the American mainstream. Listings are by author and as many subjects as an article requires. Cross-references are provided.

Popular Periodical Index (1973-), the second oldest general U.S. periodical index, includes titles not indexed by other publishers. In fact, most of the popular indexes new in the past seven years consciously view themselves as supplements to *Readers' Guide*. *Access: the Supplementary Index to Periodicals*, begun in 1975 to supplement existing general periodical indexes (not to be confused with *Access: the Index to Little Magazines*) covers many of the new city and regional magazines, often indexing at least one in each major metropolitan area. *New Periodical Index* began in 1977 as a semiannual publication by Mediaworks Ltd., Boulder, Colo., as an index to 70 alternative and "new age" magazines and newspapers. Duplication of other indexes is slight. The *Monthly Periodical Index*, begun in 1978 by National Library Service Co. in Princeton, N.J. in response to changes *Readers' Guide* announced in 1977, includes all 43 titles dropped by *Readers' Guide*, plus 41 others. It is now owned by the publishers of *Access*.

The *Magazine Index* (1978-) is issued on microfilm and computer tape and is on-line to a computerized system known as DIALOG. As a complete indexing of 371 titles, including all of those covered by *Readers' Guide*, the *Magazine Index* is one of the most ambitious efforts to index current popular literature since *Readers' Guide* began in 1901.

Besides accessing the Washington *Post* and two wire services, Mead's on-line NEXIS Service also offers full-text and "indexing" by computer search of *Dun's Review*, *The Economist*, *Newsweek* and *U.S. News & World Report* since January, 1979.

The Information Bank, introduced in 1973, another on-line computer service, offers access to detailed abstracts of articles in 72 current magazines and newspapers. Coverage extends back to 1969 for New York *Times* material and to 1971-72 for many other titles. Instead of simply citing sources, it can often supply an abstract of the original article containing all of the information relating to the search terms. It indexes the publications selectively for material which supplements the broad coverage of the New York *Times* it-

self. As a result, it is more like a social science data bank than an index. Many libraries subscribe even though it was initially marketed for government and business users.

An index is now available for University Microfilms' American Periodicals collection, which many libraries have purchased over the last 40 years. *American Periodicals, 1741-1900; an Index to the Microfilm Collections*, by Jean Hoornstra and Trudy Heath, contains title, editor, subject and reel indexes to a significant group of periodicals published in America from the first one issued, *The American Magazine* (1741) through the nineteenth century. References to more than 1,100 periodicals are provided.

Poole's Index to Periodical Literature, 1802-81 (1891) was the earliest substantial index in the U.S. and still is an important resource since it covers a long period and a large number (479) of American and English periodicals. The *Nineteenth Century Readers' Guide to Periodical Literature, 1890-1899, with Supplementary Indexing, 1900-1922* (1944) is an index to authors, subjects and illustrators in 51 periodicals. Some of the 51 titles included have been indexed up to 1922. Periodicals indexed are mainly general and literary.

Subject Literature Indexes and Abstracts. Many professional journals compile their own cumulative indexes. In addition, subject indexes are available which cover general and specific topics in many publications. For example, the H. W. Wilson Company of New York publishes the *Business Periodicals Index* (1958-), *Education Index* (1932-), *Index to Legal Periodicals* (1908-) and the *Social Sciences and Humanities Index* (1965-1974). The indexing procedures for these sources are identical to those of the *Reader's Guide to Periodical Literature*, which is also published by Wilson.

The *Social Sciences and Humanities Index* and its predecessor *International Index to periodicals* (1907-1964) have been superseded by two new publications, *Social Sciences Index* and *Humanities Index* to accommodate the growing number of publications in the two fields. The format is unchanged.

Two other multi-publication indexes, the *Index to Periodicals Relating to Law*, published by Glanville Publications, Dobbs Ferry, N.Y., covers items which normally fall outside the scope of core legal periodicals. Similarly, the *Current Index to Journals in Edu-*

cation (1964), published by Macmillan Information, of New York, covers more than 700 journals, many of which are not primarily oriented toward professional education.

A more general reference guide to media sources in economics and public affairs is the *Public Affairs Information Service Bulletin* (1915-), produced by Public Affairs Information Services, Inc., New York. The weekly *Bulletin* lists by subject more than 500 current books, pamphlets, articles, government documents and other material. It is not primarily an index to periodicals, though selected articles in more than 1,000 periodicals are listed each year. Publications from all English-speaking countries are included, as well as many from non-English-speaking countries. Articles and documents are selected for their relevance to U.S. economic and other policy matters. The format is similar to that of *Readers' Guide*. In the *PAIS Bulletin*, however, author headings are assigned on a highly selective basis. Cumulative *Bulletins*, superseding the weekly editions, are published five times a year. The fifth cumulative issue supersedes all others of the year and is bound. There is also a *Cumulative Subject Index to the PAIS Annual Bulletin, 1915-1974* (1977).

The federal government has sponsored and coordinated many media data-collection projects, such as the President's Commission on Pornography. They may be found by first locating published results in the *Monthly Catalog of United States Government Publications* or its *Cumulative Subject Index to the Monthly Catalog of United States Government Publications, 1900-1971* (1975), an official listing of articles, reports and other documents published under the auspices of the U.S. Superintendent of Documents. Each issue contains an index of titles and authors. An annual cumulative index superseding the monthly indexes is issued with each December volume. In addition, the *Index to U.S. Government Periodicals* (1970-), which indexes 160 titles, is available on microfiche from 1970, and in bound volumes from 1974.

The Congressional Research Services (CRS) of the Library of Congress is intended to serve members and committees of Congress, but a senator or representative might help one gain access. The CRS bibliography, held on magnetic tape, is indexed using its own legislative indexing vocabulary. Most of the index citations refer to

congressional and other government publications, but also articles from magazines, journals and pamphlets.

Finally, in addition to indexes, abstracts can serve as guides to professional literature by providing brief summaries of articles. Among the more comprehensive are *Education Abstracts* (1963-), *Abstracts in Anthropology* (1970-), *America: History and Life* (1964-) and its companion *Historical Abstracts, International Political Science Abstracts* (1951-), *Psychological Abstracts* (1927-), *Sociological Abstracts* (1952-) and *Women Studies Abstracts* (1972-). *Journalism Abstracts* (1963-) covers only theses and dissertations in journalism and mass communications.

In a class by itself is *Resources in Education* (1975-), published monthly since 1966 by the Government Printing Office, which abstracts and indexes documents issued by clearinghouses (specialized information centers) in ERIC (Educational Resources Information Center), a national network of institutional research and projects funded by the U.S. Office of Education. It covers some 10,000 reports and documents each year, including conference proceedings, bibliographies and professional papers. The section covering journalism is listed under the Clearing House on Reading and Communication Skills.

Locating and Acquiring Identified Materials

Although significant information may be found in index and abstract entries without examining the original material, at some point the problem becomes one of locating and acquiring media content for analysis. To retrieve original documents, certain procedures and resources can improve efficiency.

Union Lists and Catalogs. The first step is to determine whether a "union list" exists for the type of publication sought. A union list of periodicals indicates the location and scope of existing files. It may be general, such as the *Union List of Serials in the United States and Canada* (1965), which covers most periodicals (excluding newspapers) up to 1950, and its supplements, *New Serial Titles* (1952-), which brings the reference up to date. Or the list may be limited to a particular subject field or special type of publication, such as the *Union List of Little Magazines* (1956), which describes

holdings in research libraries in Indiana, Iowa, Ohio and the Chicago area.

The whereabouts and holdings of some 5,680 early newspaper collections are cataloged in *American Newspapers, 1821-1936: A Union List of Files Available in the United States and Canada* (1927), edited by Winifred Gregory. The collections of more than 5,700 libraries, newspaper offices and other owners are listed. Similar information for newspapers published before 1821 may be found in Clarence S. Brigham's two-volume *History and Bibliography of American Newspapers, 1690-1820* (1947), published by the American Antiquarian Society, Worcester, Mass., and in Edward Connery Lathem's *Chronological Table of American Newspapers, 1690-1820: Being a Tabular Guide to Holdings of Newspapers Published in America Through the Year 1820* (1972), intended as a companion to Brigham's work.

For other lists of eighteenth and nineteenth century periodicals, one may use *American Periodicals, 18th Century-1800/150: A Consolidated Index to the Microfilm Series of 18th Century Periodiclas and to the First 10 Years of the 1800-1850 Series* (1956) and *American Periodical Series, Series 2, 1800-1850* (1957-) which extends it, both published by University Microfilms. Also see the *Checklist of American 18th Century Newspapers in the Library of Congress* (1936), arranged by state and town. A union list for nineteenth-century newspapers is Herbert O. Brayer's "Preliminary Guide to Indexed Newspapers in the United States, 1850-1900" (1946), published in the *Mississippi Valley Historical Review*. It is arranged by state and then by library or other institution.

For holdings of more recent newspapers, other sources must be consulted, most of which consist of microform collections. The standard source for such holdings is *Newspapers in Microform* (1973-), a continuing, cumulative serial compiled by the Union Catalog Division of the Library of Congress. First published as *Newspapers on Microfilm* in 1948, the series is designed to catalog all American newspapers that have been reduced to microfilm, microfiche, microprint or micro-opaque form and which are housed permanently in United States, Canadian and other foreign libraries, as well as the holdings of domestic and foreign commercial producers of microform. Listings in the most recent edition (1973) and its annual supplements were prepared from reports sub-

mitted by more than 800 libraries and 48 commercial firms. The volume lists more than 34,000 titles (with some 2,000 cross-references) in more than 7,000 U.S. localities. In addition to the title and location of each newspaper listed, information is provided describing the type of microform, the name and address of the holding library or firm, time-span included in each holding, frequency of publication for the newspaper and general reliability of the report submitted to the Library of Congress by the holding organization.

The serial division of the Library of Congress biennially publishes *Newspapers Received Currently in the Library of Congress* (1968-), which lists more than 300 U.S. newspapers kept permanently and some 300 other U.S. papers kept on a current basis (with the period of retention, from one month to one year, indicated). Also, the Library of Congress' Central Services Division issues three times a year the *Newspaper and Gazette Report*, which gives information on the location, microfilming and preservation of newspapers (and foreign official gazettes). In 1978 it issued a three-year compilation, *Newspaper and Gazette Report Index, 1973-1976*.

Another useful resource is the *Directory of Neswspaper Libraries in the U.S. and Canada* (1976), the result of a project sponsored by the Newspaper Division of the Special Libraries Association. Edited by Grace D. Parch, its principal listings are of newspaper office libraries. A catalog for an existing compilation discussed below, the *Center for Research Libraries Catalogue: Newspapers* (1969), reproduces the cards from the center's catalog which indicates all the newspaper titles (some originals, some on microfilm) housed at and available to the center.

Other microform information sources are published by commercial producers. Microcard Editions, Inc., of Washington, D.C. publishes two related annuals, the *Guide to Microforms in Print* (1961-) and the *Subject Guide to Microforms in Print* (1962/63-). The *Guide* lists more than 27,000 books, journals and newspapers available in microform from publishers in the United States. Entries give author and title, name of publisher, current price and type of microform used. The *Subject Guide* arranges most of the titles in the *Guide* by subjects.

State checklists and regional union lists of newspapers have also been compiled for specific areas such as Louisiana, Southeast

Texas, North Carolina, Tennessee, Fort Worth-Dallas and Detroit (Sheehy, 1976:185). Most large libraries carry several such checklists.

James P. Dansky's *Undergrounds: A Union List of Alternative Periodicals in Libraries of the United States and Canada* (1974) lists some 2,500 to 3,000 periodicals compiled from 20 bibliographies and from lists provided by nearly 200 cooperating libraries. The Wisconsin State Historical Society apparently has the largest collection of alternative periodicals in the country. Most entries on the list show at least one location, but dates of libary holdings are not shown. Also, see the *Alternative* (formerly the *Undergound) Press Syndicate Directory* (1973-), published annually by the Alternative Press Syndicate, New York. Bell & Howell, too, has compiled a large microform collection of underground publications.

Other Sources. Commercial "clipping services" clip articles from hundreds of newspapers (dailies and weeklies, large and small), trade journals, government publications and other periodicals. Some of these services specialize in one geographical area, e.g., New England Newsclip Agency, New Jersey Clipping Service and Pacific Clippings. Many state press associations maintain such services for single states. Most, however, cover publications throughout the nation, and some clip foreign publications. To illustrate their scope, Luce Press Clippings, Inc. in New York reads approximately 1,900 daily newspapers and 9,000 weaklies, as well as more than 4,000 trade and consumer magazines.

Clipping services are especially useful in collecting materials on a particular subject from a large, geographically diverse sample of publications. A major concern for the researcher is, again, the issue of reliability: how much material is missed? Errors and omissions are inevitable in large-scale media research, but the question is how many omissions the research can tolerate.

Twelve clipping bureaus contacted reported that they are willing and able to handle research subjects for academic scholars. Their reliability ranged from about 70 to 90%, based on the bureaus' own internal (and often informal) accuracy checks. Many, if not most, clipping bureaus are unaccustomed to scholarly standards of reliability.

The Public Issues Research Bureau, Inc. of New York maintains computerized information on editorials appearing in 21 "prestige"

daily newspapers in Atlanta, Boston, Chicago, Denver, Houston, Kansas City, Los Angeles, Louisville, Miami, Milwaukee, New York, San Francisco, St. Louis, Seattle and Washington, D.C. Subscribers to this service may find out what subjects are being discussed, where they appear and how often. Hard copy of editorials is also available. In addition to this service, the bureau offers an "Editorial Opinion Index," which provides descriptive information about editorials collected from more than 200 publications representing "general press," "special interest and opinion press," "business press," "student press," "black press" and "communications press."

According to the *Wilson Library Bulletin*, at least a few newspaper publishers have begun electronic information transmission (1981:333). The Columbus (Ohio) *Dispatch* now transmits its entire editorial content to approximately 3,000 terminals by a "two-way telephone computer system" called CompuServe (Dahlin, 1981:29). A researcher at a keyboard can call up a list of all the stories that appeared in the *Dispatch* for a given day, then retrieve the full text of specific articles. The Associated Press file is also hooked into the CompuServe system. In addition, thirteen other newspapers are scheduled for distribution by CompuServe, including the New York *Times*, Washington *Post*, Los Angeles *Times*, Chicago *Sun-Times*, and St. Louis *Post-Dispatch*.

Most journalism scholars are aware of several directories and bibliographies such as *Ayer's Directory of Publications*, an excellent general guide to print media of the U.S., Canada, Bermuda, Panama and the Philippines. It also includes descriptions of the states, provinces, cities and towns in which all the titles listed are published and has 68 maps to locate places of publication. It omits periodicals of schools and smaller colleges, churches and most house organs. It has gazetteer information about each city. For each paper or periodical listed it gives political affiliation, frequency, size of column and page, circulation, subscription price, and editors and publishers.

Other useful directories include:

Editor & Publisher International Yearbook (1920/21-) has statistical information in addition to directory information for American and foreign journalism. It attempts to be a complete listing of all daily and weekly newspapers, wire services, newspaper

representatives, ad agencies and journalism schools, as well as daily newspapers world-wide.

✓*Standard Periodical Directory* (1964/65-) gives information on more than 62,000 U.S. and Canadian publications with an index of titles and subjects.

✓*Ulrich's International Periodicals Directory: A Classified Guide to Current Periodicals, Foreign and Domestic* (1932-), with more than 60,000 titles from many countries in the 18 edition, gives for each title sponsoring group, date of inception, price, frequency, editors, publisher and place of publication and indicates where the titles are indexed and abstracted.

Existing Compilations and Archives. Social scientists often share data, a practice which not only saves money but permits replication and comparison. Several extensive compilations of print media are worth singling out. *NewsBank* (1970-), based in Greenwich, Conn., each month gathers news and feature articles from newspapers throughout the U.S. in the areas of consumer affairs, economic development, education, employment, environment, government structure, health, housing and urban renewal, law and order, political development, social relations, transportation, welfare and poverty. Articles are reproduced on microfiche and grouped by subject matter in printed, loose-leaf indexes (cumulated quarterly and annually). *NewsBank* compiles both national and local news stories from newspapers in 117 major cities in all 50 states, omitting society pages, advertising, sports news and "routine calamities." In addition to the 13 major subject categories, *NewsBank: Review of the Arts* has similar national coverage of five other categories: film and television, performing arts, literature, fine arts and architecture and "names in the news." *NewsBank* also offers a custom search service; requested information is retrieved and sent within hours.

The Center for Research Libraries in Chicago holds collections of newspapers, popular magazines and comic books, including 3,600 backfiles of newspaper titles and an important collection of foreign-language newspapers published in the United States at the turn of the century. In addition to more than 100 general interest newspapers, the center maintains a collection of about 20 newspapers intended primarily for black communities and more than 400 underground press titles which the center began collecting in 1965.

Slightly less than half of the titles are on microfilm, the remainder in hard copy. The holdings include the *Amsterdam News* (New York) (1965-), Baltimore *Afro-American* (1893-), Jackson (Miss.) *Advocate* (1961-), Los Angeles *Sentinel* (1965-) and the *Norfolk* (Va.) *Journal and Guide* (1964-).

The center's collection of popular magazines and comic books is formed by purchasing a selection of current issues at twice-yearly intervals from the stock of Chicago's largest wholesale distributor. Its *Handbook* (1978) notes that "the same titles are not always selected at each collection period. Rather, the collection attempts to represent the most popular (largest-selling) titles in each class at each time."

Most large research libraries have purchased one or more microfilm collections of print media. At least two, Microfilming Corporation of America (MCA), and Readex Microprint (New York), have produced or are producing extensive historical newspaper collections. MCA has compiled 16 reels of microfilm on the "day-to-day story of America's struggle for independence as recorded in the pages of 52 leading colonial and revolutionary newspapers." Thomas W. Jodziewicz's *Birth of America: The Year in Review, 1763-1783* (1976) serves as a guide to the collection.

Readex is producing "Early American Newspapers, 1704-1820," a collection which, when complete, will consist of 70,000 microcards from more than 2,000 early American newspapers. Begun in 1965, the project is planned for completion in 1985 and will make available all of the newspapers listed in Clarence S. Brigham's *History and Bibliography of American Newspapers, 1690-1820* (1947). Twenty-nine states and the District of Columbia are to be represented (all of the eastern states plus Arkansas, Illinois, Indiana, Louisiana, Michigan, Missouri, Ohio and Texas). The American Antiquarian Society is furnishing the materials.

The annual catalog of Bell & Howell's Micro Photo Division lists "retrospective" microfilm collections to more than 7,000 U.S. cities. But the largest collection of historical periodicals has been produced by University Microfilms International of Ann Arbor, Mich. The result of a project begun 40 years ago at the University of Michigan's Clements Library, the collection now contains material from more than 1,100 periodicals originally housed at more than 250 libraries throughout the country. *American Periodicals, 1741-*

1900; An Index to the Microfilm Collections by Jean Hoornstra and Trudy Heath (1979) provides a guide to this data base.

Collections produced by commerical organizations, foundations and government agencies are often not listed in any library and are easily overlooked. Many print media publications maintain their own clipping files ("morgues") as we have seen, ranging from casual manila-folder arrangements to the New York *Times*' complex multi-million dollar computerized storage and retrieval operation. Television networks and magazines also maintain libraries and collections. For example, the CBS News Reference Library (at the CBS Broadcast Center in midtown Manhattan) has more than 25,000 books, more than 300 periodical subscriptions and more than 330 file drawers of clippings from eight daily newspapers, in addition to an extensive collection of television and radio tapes. The Newsweek Editorial Library (also in Manhattan) contains approximately 30,000 books, 2,000 periodical subscriptions, millions of clippings, correspondents' files, government documents and corporate annual reports ("New York City Collections" 1980:626-28, 637-38). Most holdings of this type are "off limits" to outsiders. Requests for access to files or morgues usually should be made to the organization's librarian or executive editor.

Most media research has been carried out by academic scholars, the federal government and commercial organizations and much of the academic work is listed in the professional literature indexes and abstracts mentioned above. The *Comprehensive Dissertation Index, 1861-1972* and its annual supplements (1973-) constitute a master list of all American doctoral dissertations and some accepted by foreign universities. More specific to media studies is *Journalism Abstracts* (1962-), a comprehensive listing of master's theses and doctoral dissertations accepted at American schools of journalism and mass communication.

A great deal of media information has been compiled at various research centers, many of which provide on request data sets, tapes, preprints and reprints. Most are listed in the annual *Research Centers Directory* (1960-).

Commercial media data collections, though often difficult to locate and obtain, include computer data-base services such as Mead's NEXIS, cited above, which offers full-text video displays of a number of publications and wire services. Of great potential is the

New York Times Information Bank, a computerized system based upon the abstracting procedures used to compile the *New York Times Index*. In addition to *Times* articles, approximately 65 periodicals ranging from *Business Week* to *The Bulletin of the Atomic Scientists* are included. Since 1969 several hundred articles, reports, editorals and columns have been processed into this cumulative and continuously growing system, usually within 72 to 96 hours. A computerized file of abstracts allows the computer to answer simple search questions over the entire information bank, delivering hard copy or a video display of abstracts or full texts of articles in microfilm.

A by-product of the Information Bank is the New York *Times*' newer *News in Print* (1979-). Each volume focuses on key issues and events of the year, giving full-length articles from the *Times*, summaries from the information bank and abstracts of articles with citations to the *Times* and 60 other newspapers and periodicals.

The work of more than 125 syndicated newspaper and radio columnists and political cartoonists is brought together by Microfilming Corporation of America in *Viewpoint* (1976-), issued in a printed monthly and in microfilm or microfiche editions. The printed magazine reprints columns judged to be representative columns under several subject headings, each introduced by concise news summaries as background information. The microform edition includes all of the more than 1,200 columns written during the month (including the 60 or so in the printed edition) and the work of leading political cartoonists. A subject index covering both appears in both editions, a byline index appears quarterly and a cumulative index of subjects and bylines appears annually.

Another commercial resource, *Editorials on File* (1970-), published twice monthly, reprints and indexes editorials from more than 140 influential newspapers in the United States and Canada. Each issue contains about 200 full-text editorials on eight to twelve topics. A yearly hardbound cumulative edition consists of 4,500 editorials on about 250 topics. Selection of editorials is based on geographic and political considerations, consistent with the expressed aim to provide a balanced cross-section of newspaper positions on public questions. Indexes in each issue and in the yearly volumes categorize entries under broad subject headings, under specialized issue headings and prominent names.

Facts on File (1940-) compiled by the same publishers, presents weekly news digests of major current events the world over prepared from major American and foreign newspapers and periodicals, press services of foreign governments, information departments of international organizations and specialized political news sources. These include the New York *Times*, Washington *Post*, *Wall Street Journal*, *Time*, *Newsweek*, *Federal Reserve Bank of New York Monthly Review*, and a number of foreign newspapers. Besides major political developments, the digests cover obituaries, book news, science and the arts and cite related articles. A subject index is published biweekly and in three-month, six-month, nine-month, annual and five-year cumulative indexes. Like *Editorials on File*, *Facts on File* is selective; there are no stated criteria for inclusion.

BROADCASTING AND FILM

Conducting research on television, radio, film and other non-print media is harder than on newspapers and magazines. Library and archive holdings are not nearly as extensive, copyright and duplication regulations sometimes get in the way, as do the high cost of preserving and using the materials. In many instances the products have been destroyed because of the cost of storage and storage facilities. In addition, existing collections of electronic media content are often difficult to locate. To track down a 1970 series of articles in the Washington *Post* is easy; locating TV broadcasts from the same year is not. One television archives survey revealed that only 12 of 122 broadcast collectors maintained a catalog or even a listing. "(F)ew institutions were aware of existent collections of either commercial or non-commercial libraries" (Schwartz, 1973:291). Transcripts are available in some cases, but usually programs and films are held only in their original form. For some research projects, particularly content analysis, transcripts must be made – an additional step.

Identifing Materials Through Indexes

Most indexes for television, radio and film are guides to literature rather than to program or film content. These are described in "Other Sources" below. Our concern here is with guides that direct researchers to original electronic media content.

We could not find any general-purpose, complete indexing of either TV, radio or film. *TV Guide* (1953-) listings may be used to get a rough picture of programming, but are unreliable owing to late changes and cancellations. The *TV Guide 25 Year Index* (1979), edited by Catherine E. Johnson, is an author-subject index to the editorial matter in the New York metropolitan edition of *TV Guide* from 1953 to 1977, but provides little information about program content.

At least two indexes to television news programs are available. Many libraries now hold *Television News Index and Abstracts* (1972-), compiled and published by the Vanderbilt Television News Archive at Vanderbilt University. The monthly index covers all stories appearing on the evening broadcasts of ABC, CBS and NBC, as received by affiliates in Nashville, giving for each story the topic, date, network, reporter, time (in minutes and seconds) and sequential position in the newscast. Abstracts reveal major features of each story. First published in January, 1972, the Vanderbilt Archive has also compiled unpublished abstracts for 1970 and 1971 and has recently begun work on abstracts for 1969. Unpublished abstracts may be used at the Archive.

A newer indexing service is *CBS News Indexing* (1975-)—originally *CBS Daily News and Public Affairs Broadcasts*—published by the Microfilming Corporation of America. This source provides references to transcripts of CBS's daily news broadcasts (morning and evening) as well as "60 Minutes," special reports and documentaries. It is issued quarterly, with a bound annual cumulation.

As for film, two indexes are now available for the extensive holdings of the American Film Institute, Washington, D.C., each covering a decade of feature films. *Feature Films, 1921-1930* (1971) and *Feature Films, 1961-1970* (1975) are both two-volume sets. Films are listed by title and credits and are briefly described according to plot and genre in the first volume. The second volume contains indexes of credits and subjects. Similar compilations are planned for other decades covered in the AFI collection (dating back to the 1890s).

At least two subject indexes are also available for educational films held by libraries, film centers, distributors and other organizations throughout the U.S. One index is contained in the *Educa-*

tional Film Locator of the Consortium of University Film Centers and R. R. Bowker Company (1980), an annotated compilation of 40,000 films with their institutional locations among the 50-member consortium. Each entry provides a brief description of the film listed, plus full bibliographic, rental and purchase information as well as indexes for subjects, audience level and series. Less recent but more comprehensive is the National Information Center for Educational Media's (NICEM) *Index to 16mm Educational Films* (1976), a non-selective listing of more than 108,000 films, many with a content note. Stored by computer, this work supplies a description of each film, release date, running time, audience level, distributor and producer, along with a subject index. Althouth the *Locator* lists more current films (at rental rates often lower than those from commercial distributors), the NICEM index lists more 16 mm films.

More specialized interests will be served by *American Folklore Films and Videotapes: An Index* (1981), a guide to over 1,800 films and videotapes on American folk culture, with cross-referenced subject listings, annotations and ordering information (giving address and phone number of every distributor).

Locating and Acquiring Identified Materials

Having consulted available indexes to get some idea of the primary sources desired, the investigator with a limited budget will no doubt want to find out what materials have been preserved nearby. Another step may involve exploring possibilities for borrowing or renting data bases from holding institutions throughout the country.

Union Lists and Catalogs. As with print collections, union lists for broadcast, film and other electronic media supply information about where a work may be found locally, regionally or nationally, but they are less plentiful for non-print media. Film fares far better than television and radio, perhaps because until recently broadcasts were considered ephemeral and of little worth. Recent television entries, however, reflect some improvement. *Total Television: A Comprehensive Guide to Programing from 1948-1980* (1980) by Alex McNeil is a 1,000-page annotated filmography covering more than 3,400 American series. It has a name index but no subject or

title index. A better annotated but less comprehensive guide is *The Complete Directory of Prime Time Network Television, 1946-Present* (1979) by Tim Brooks and Earle Marsh. McNeil covers daytime and PBS programming; Brooks and Marsh do not.

Other program lists include *TV: The Television Annual 1978-1979* (1979), edited by Steven H. Scheuer, and the Oryx Press' *TV Season* (1979). Drama series are covered from 1947 to 1975 in two volumes by Larry J. Gianakos, both of which are entitled *Television Drama Series Programming: A Comprehensive Chronicle*. All of these television directories are more valuable for their lists of actors and episodes than for coverage of program content.

An annual *Catalog of Programs* (1973-) for productions carried on the Public Broadcasting Service is published by the Public Television Library, Bloomington, Ind., most produced by local affiliates of PBS. A recent catalog listed 1,800 programs stored and distributed by the library.

One union list for radio covers CBS broadcasts of more than two decades. *History in Sound: A Descriptive Listing of the KIRO-CBS Collection of the World War II Years and After* (1963), a guide to the University of Washington Phonoarchive, lists broadcasts from the time of Hitler's address of January 1, 1939, to President Kennedy's October 2, 1962, speech on the Cuban missile crisis. It catalogs news broadcasts, features, documentaries, interviews and discussions by date, access number, type of segment and gives a brief summary of content.

For films, union lists and catalogs abound, most providing names and locations of producers and distributors. Others describe the holdings of film archives. Many are published by the Library of Congress. Howard L. Walls' *Motion Pictures, 1894-1912, Identified from Records of the United States Copyright Office* (1953) lists more than 8,000 films. It is continued by the Copyright Office's *Motion Pictures, 1912-1939* (1951), *1940-1949* (1953), *1950-1959* (1960) and *1960-1969* (1971). Each volume provides date of release, number of reels, source of story, credits and copyright holder.

Motion Pictures from the Library of Congress Paper Print Collection, 1894-1912 (1967), by Kemp R. Niver, supplies a list of paper-positive prints deposited at the library for copyright purposes. Some 3,000 films are listed by title, giving cast, producer, date, length and condition.

Another guide to early film holdings at the Library of Congress is *The George Kleine Collection of Early Motion Pictures: A Catalog* (1980), by Rita Horwitz and Harriet Harrison. This work lists 456 titles, including animations, dramas, documentaries and comedies and cites scripts and photographs held by the Kleine Collection.

Library of Congress Catalog Motion Pictures and Filmstrips, (1958-73) is yet another LC publication, an annual cumulative list of works represented by Library of Congress catalog cards, each indicating the producer and the institution holding the items. This title is superseded by the LC's *Films and Other Materials for Projection* (1974-), published quarterly with annual and quinquennial cumulations. It also contains listings of slides and transparencies.

Elsewhere in Washington, the American Film Institute appears destined to become a major archive of film. It has published a catalog of films produced in the U.S. and a key to AFI's holdings. The former, *The American Film Institute Catalog of Motion Pictures Produced in the United States* (1971-), is an ongoing compilation of all feature films released since 1893. The latter is AFI's *Catalog of Holdings* (1978), the published inventory of the 14,124 films acquired before Sesptember 1, 1977, for the AFI-United Artists Collection at the Library of Congress. This guide lists each film by title, director, producer, release date, cast and category (e.g., serial, feature) and notes films available for viewing at the library.

Among the best film books are *Halliwell's Film Guide* (1980), a compendium of reference information and commentary on more than 6,000 films, and *The Great American Movie Book* (1980), edited by Paul Michael, which lists more than 1,000 films from the 1930s through 1979, giving production credits, running time, cast and a still photo. A bibliography and and an index to the credits are included.

Films Ex Libris: Literature in 16 mm and Video (1980), by Salvatore J. Parlato, Jr., lists and annotates 16 mm films and videocassettes and discs with running time under 60 minutes that are based on literary works. The 1,410 items, represent 1,012 literary works by 645 authors. Kathleen Weaver's *Film Programmer's Guide to 16 mm Rentals* (1980) lists some 10,000 feature and short films from about 60 U.S. distributors, with heavy emphasis on experimental and historical films. James L. Limbacher's *Feature Films on*

8 mm, 16 mm and Videotape (1979) is a directory of more than 16,000 feature films (48 minutes or more), including serials available for rental, sale or lease from American distributors. Limbacher asserts that his list covers 95 per cent of all feature films generally available before 1977. A noted film librarian, he has also published *Haven't I Seen You Somewhere Before?: Remakes, Sequels and Series in Motion Pictures and Television, 1896-1978* (1979).

More specialized guides to films include Kaye Sullivan's *Films For, By and About Women* (1980) and Phyllis Ranch Klotman's *Frame by Frame: A Black Filmography* (1979).

Other Sources. At least one commercial organization, Radio TV Monitoring, Inc. of Washington, D.C., operates like a "clipping service" for the broadcast media. It will selectively monitor and transcribe radio and TV programs. As with print media clipping services, reliability of monitoring services can be a problem.

Guides to other literature on the electronic media include bibliographies, mostly of film. Four cover television and radio: W. E. McCavitt's *Radio and Television: A Selected Annotated Bibliography* (1978) lists and annotates some 1,100 writings from 1920-1976; *Radio, Broadcasting, and Television: An Annotated Bibliography* (1947), edited by Oscar Rose, covers radio heavily but also includes the early years of television; Kenneth R. Sparks' *A Bibliography of Doctoral Dissertations in Television and Radio* (3rd ed., 1971) is a classified listing of approximately 900 items; the annual *Annotated Bibliography of New Publications in the Performing Arts* (1970-) includes sections on radio and television as well as film.

Linda Harris Mehr has produced a regional guide to literature on broadcasting and film, *Motion Pictures, Television and Radio: A Union Catalogue of Manuscripts and Special Collections in the Western United States* (1977), sponsored by the Television and Film Study Center. It identifies and describes rare materials housed at archives in 11 western states, including screenplays, television and radio scripts and other materials such as stills, clippings, scrapbooks and advertising posters from 72 institutions.

The most complete and up-to-date guide to literature on film is Eileen Sheahan's *Moving Pictures: An Annotated Guide to Selected Film Literature, with Suggestions for the Study of Film* (1979). This

146-page volume contains annotated listings of filmographies, bibliographies, indexes to reviews, and other literature about film and film research. It has an excellent subject index.

The annual *International Index to Film Periodicals* (1973-) reaches beyond the U.S., but does include American films. Produced by the 25-member International Federation of Film Archives, it lists articles and essays appearing in 80 film magazines and journals. Its index contains more than 10,000 entries, divided into three main categories: "General Subjects," "Films" and "Biography." Subjects include: film literature, economics and production, and theory and criticism. The "Films" section provides credits for every film reviewed or written about during the year.

Another international guide including U.S. films is the *Film Literature Index* (1973-), a quarterly author/subject index covering approximately 300 periodicals. In contrast to the *International Index*, it is highly selective.

A different type of reference tool is the *Media Review Digest* (1973-), divided into sections on "Films and Filmstrips" and "Records and Tapes." Since its inception in 1970 as *Multi Media Reviews Index*, the *Media Review Digest* has indexed approximately 110,000 reviews, commentaries and other evaluations concerning educational and theatical films, filmstrips, records and tapes and other non-print media. Covering about 200 periodicals and media services, it consists of an alphabetized subject listing based on Library of Congress categories and a classified subject listing based on the Dewey Decimal System. A coded abstract of the reviewer or commentator is also provided, along with addresses of major producers and distributors and full bibliographic information on new and available audio-visuals whether reviewed or not.

A standard source in most libraries, the *New York Times Film Reviews* (1970-), reproduces reviews as they appeared in the newspaper from 1913 on. The index volumes also list actors, directors and release titles.

Of the spate of film books that came out of the seventies, the following titles have the greatest potential utility: Linda Batty's *Retrospective Index to Film Periodicals, 1930-1971* (1975), an annotated list of all articles and reviews that appeared in 14 English language film periodicals over a 40-year period; Peter J. Bukalski's *Film Research: A Critical Bibliography with Annotations and Essay* (1972),

a classified listing without an index; Margaret Chisholm's *Media Indexes and Review Sources* (1972), an indexed, annotated guide to reviews of film, television and recordings from more than 100 sources; Alan R. Dyment's *Literature of the Film: A Bibliographic Guide to the Film as Art and Entertainment, 1936-1970* (1975), which focuses on criticism; *The Film Book Bibliography, 1940-1975* (1979) by Jack C. Ellis, *et al.*, which lists more than 5,400 books and monographs and an article by M. S. Freeman in *Reference Quarterly*, "Guide to Bibliographic Sources on Film Literature" (1974).

Also: the *Critical Index: A Bibliography of Articles of Film in English, 1946-1973* (1974), an annotated list with more than 5,000 items by John C. Gerlach and Lana Gerlach; Frank Manchel's *Film Study: A Resource Guide* (1973), a series of essays, each with an annotated bibliography; George Rehrauer's *Cinema Booklist* (1972) and its supplement (1974) containing annotations on published film scripts as well as books and Gordon Sample's *How to Locate Reviews of Plays and Films: A Bibliography From the Beginning to the Present* (1976) with more than 500 annotated citations. The Freeman and Gerlach and Gerlach guides are especially useful for locating materials from the 1950s and '60s.

Existing Compilations and Archives

Collections held by networks, local stations, film producers and other organizations remain largely untapped. Public, educational or instrutional television broadcasts, according to Schwartz (1973:29), are held and loaned more frequently than commercial broadcasts, yet these collections have not often found their way into research archives. Apparently the same is true for public, educational or instructional radio programming, films and other electronic media. Commercial networks and independent stations also retain copies of many of their broadcasts, but they are generally unavailable to researchers or to academic, private and public archives (Schreibman, 1980:171). Consequently, non-print media compilations are quite underdeveloped and most of what is preserved is not available. Nonetheless, some collections of differing value for research have been maintained.

Television and Radio. The Vanderbilt Television News Archive

is one of the few places where complete videotapes of network TV news programs are stored for research purposes. The videotaping began in August, 1968, and continues to the present. Videotapes or the audio portion of the newscasts may be used at the Archive or rented for use elsewhere (Schriebman, 1980:171). With customer consent, Vanderbilt will retain many of the compilations it has made to user specifications and make them available to other researchers. Many academic libraries now subscribes to the *Television News Index and Abstracts*, a guide to Vanderbilt holdings dating back to 1972.

Since April, 1974, the Motion Picture and Sound Recording Branch of the National Archives and Records Service (NARS), Washington, D.C., has maintained copies of "CBS Evening News" and other CBS television news programs. The NARS collection also includes evening newscasts and news specials of NBC since July, 1976, and of ABC since April, 1977. Fay C. Schriebman (1980:172) reports that the NARS tapes, which are available only in 3/4-inch videocassettes may be requested through interlibrary loan. However, NARS "offers no compilation service and features no visual time/date notation on its tapes." There is no index.

The Microfilming Corporation of America (MCA), began a microfilm collection of CBS News television broadcasts in 1975. The collection, in both 35 mm microfilm reels and microfiche cards, maintains full text of all scheduled news programs plus "60 Minutes," "CBS Reports," "CBS News Special Reports," "Magazines" (on subjects "of particular interest to women") and "RAZZAMATAZZ" (for "young viewers"). The *CBS News Index*, compiled by CBS News itself as a guide to the collection, is arranged by name and subjects and is issued quarterly with a bound annual cumulation. Bell & Howell's Micro-Photo Division has NBC's "Meet the Press" on Microfiche back to 1957.

Another extensive archive is the Museum of Broadcasting, which opened in New York in 1977. Established with an endowment from William S. Paley, the museum stores, catalogs and exhibits some 6,000 radio and television programs from a variety of sources. The collection includes commercials, plays, specials, documentaries—even the Watergate hearings— from all the networks. The museum is reluctant to loan or rent materials but programs on cassette may be played back on eight "in-house" color video machines and/or

listened to by earphones in enclosed consoles ("See It Now," 1977:38). There is no index to the museum's holdings.

The Public Television Library at Bloomington, Ind., maintains a collection of programs produced by local affiliates of PBS and other non-profit organizations. At least 1,800 programs are stored at the library, which publishes annually the *Public Television Library Catalog of Programs*.

The National Television Library at the University of California, Los Angeles, established in 1966 through the joint efforts of UCLA and the Academy of Television Arts and Sciences Foundation, has more than 2,000 films and videotapes representing a broad range of commercial television programming from both networks and independent producers. Another sizable collection of 16 mm films donated by advertising agencies and other business organizations is being assembled at the Archive Collection of Television Commercials maintained by the University of Arizona's College of Business and Public Administration.

Among university archives, the University of Washington, Seattle, is one of the more extensive. Its KIRO-CBS Collection of the World War II Years and After houses thousands of radio news programs (*History in Sound*, 1963). Other university TV archives include those of the Annenberg School of Communications of the University of Pennsylvania, Indiana University and the Ohio University Speed Communications Resource Center.

The National Archives and Record Service, Washington, D.C., began recording radio broadcasts soon after its establishment in 1934. Its Audiovisual Archives Division includes public affairs broadcasts, addresses, dramatic productions, serials, World War II events, news programs, the sound portion of some television series and many entertainment programs like "Amos and Andy," "Burns and Allen," "Duffy's Tavern," "Ellery Queen," "Fibber McGee & Molly," "Gangbusters," "Kate Smith Show," "Mary Noble, Backstage Wife," "Our Gal Sunday," "Portia Faces Life" and "Stella Dallas." In 1980 it held more than 60,000 recordings dating from the turn of century.

National Public Radio's Program Library, housed at NPR in Washington, preserves each day's music performances and the "All Things Considered" news program. Its program librarian, Susan T. Ball, reports that after five years these programs are transferred to

the National Archives. Both NPR and the National Archives provide indexes of the participant's names, series and program titles and information concerning tape duplication at cost. NPR began using an on-line computer input and retrieval system in April, 1980. The indexes are kept in computer storage and microfiche.

Other radio archives include the North American Radio Archives in San Francisco, an association of college, university and individual collectors founded in 1972 to gather and preserve radio materials. The Northwestern University Radio Archive Project at Evanston, Ill., has recently begun to accumulate recordings and tapes for research. Other sources for radio recordings and tapes include the Department of Speech and Drama, Memphis State University; Association for Recorded Sound Collections, New York; Golden Age Radio, St. Louis; Radiola Company, Croton-on-Hudson, N.Y., and Great Radio Shows, Inc., Woodinville, Wash.

Film. The Library of Congress Film Division maintains approximately 80,000 reels of film, along with 3.5 million photographs, stills, slides and negatives. The Film Division also has extensive script, book, periodical and poster holdings and the previously mentioned George Kleine Collection of Early Motion Pictures, a rich resource for media research.

The American Film Institute in Washington is the other major archive for U.S. films, its collection including more than 14,000 releases dating from 1893. It is available to scholars by permission.

The Warner Film Library of the Wisconsin Center for Film and Theatre Research has approximately 1,000 sound features, 1,500 short subjects and 19,000 still negatives. Other academic libraries with film collections include the Annenberg School of Communications of the University of Pennsylvania, the University of Iowa Broadcasting and Film Center and Stanford University.

The Metropolitan Museum of Art in New York recently opened a media collection and research center in cooperation with the Annenberg School mainly devoted to films and television programs covering the fine arts (Paul, 1976:D-1, D-7). The New National Jewish Archives of Film and Broadcasting at Jewish Museum, New York, "will collect, preserve, and make available for research and study broadcasting programs and feature films of Jewish interest produced in the United States in the last 25 years" with a "start-up" grant of $500,000 from the Charles H. Revson Foundation (Fraser,

1980:57). At the Academy of Motion Picture Arts and Sciences in Beverly Hills, "visitors who can prove that they are film scholars, students, or journalists may apply to use the academy's library at the organization's headquarters, an unparalleled archive of filmmaking" (Bourne, 1981:342).

Finally, a new tool for film study called cinefiche, introduced within the past couple of years by Research Publications, Inc., Woodbridge, Conn., provides microform images of shots from motion pictures. The firm claims distinct advantages for cinefiche over stored reels for film study, for example quick comparison of shots that are widely separated on a reel. The RPI cinefiche offering for "The Birth of a Nation" contains 1,991 fiche images and more than 200 microreproductions of main and insert titles. "An accompanying explanatory text contains annotations of each image, including the number of the shot, a key to the sequence of which it is a part, cross-references to other shots in the sequence with identical camera placement, notations on optical effects, and a description of the action taking place" ("Film Study Tool Uses Fiche," 1980:176).

RECOMMENDATIONS

This study makes obvious the need to burst the bonds of limited data accessibility for media researchers. We have several recommendations.

Indexes

The primary need for existing media indexes is standardization of categories and entries within and among indexes and the development of systems to ensure high levels of reliability. A second is the explicit description for users of the procedures employed by the indexes. For electronically generated indexes such as [illegible], these problems are made simpler, but not eliminated, for the initial subjective judgment of title or abstract must still be made. Finally, the indexing of hitherto unindexed media is obviously desirable. Radio and television (apart from the evening network newscasts) and many newspapers, magazines and journals are unindexed and thus inaccessible.

Archives

In the case of newspapers, magazines and journals, greater centralization, greater accessbility and greater reliability are needed. Newspapers themselves cannot reasonably be expected to allow researchers unlimited access to their working morgues or other files, nor can they be expected to collect and preserve material a media researcher might require. Bell & Howell, Microfilming Corporation of American, Microcard Editions, Xerox University Microfilms and NewsBank are providing the valuable service of routinely and continuously microfilming hundreds of newspapers from cities and towns around the country. What is ultimately required, however, is a central repository library researchers can use, without purchasing, large volumes of media content.

Film. Art and entertainment films have stimulated a booming research industry, particularly since the 1960s, but between the first decade of this century and the sixth no prints of films produced in the U.S. were deposited for copyright at the Library of Congress and more than half of the pictures made in the U.S. up to the 1970s had been lost or destroyed. Archivists and scholars have since tried to recover films and data, the American Film Institute foremost among them. Compared to radio and television, film has fared well and is continuing to attract the attention it deserves.

Radio and Television. Media researchers are severely limited by the lack of archival accumulations, both textual, duplicated and taped, of radio and television broadcasts. Radio's significance as an entertainment, advertising and information medium has long been recognized but no extensive effort has been made to store radio broadcasts or transcripts for research purposes. Similarly, with the exception of the Vanderbilt Television Archive or the Museum of Broadcasting, there is very little available to the public today in the way of TV data sources. In the absence of such resources, a controversial media analysis such as Edith Efron's *The News Twisters* (1971) must be based on homemade tape recordings of newscasts. The need to begin comprehensive TV and radio archives is obvious. Only then can catalogs and indexes be compiled to help researchers wishing to locate such collections.

Appendix
A SELECTED LIST OF DIRECTORIES, BIBLIOGRAPHIES AND INDEXES USEFUL IN MASS COMMUNICATIONS RESEARCH

Directories

Ash, Lee and Denis Lorenz, comps., *Subject Collections, A Guide to Special Book Collections and Subject Emphases as Reported by University, College, Public, Special Libraries and Museums in the United States and Canada* (1978). Includes those of all the media held by libraries listed in the *American Library Directory*.

Directory of Special Libraries and Information Centers (1963-). "A guide to special libraries, research libraries, information centers, archives, and data centers maintained by government agencies, business, industry, newspapers, educational institutions, nonprofit organizations, and societies in the field of science, technology, medicine, law, art, religion, history, social sciences and humanistic studies." Lists 13,000 centers, with an index to each state in later editions, then to libraries in each state.

Meckler, Alan M. and Ruth McMullin, comps. and eds., *Oral History Collections* (1975). This directory includes a name and subject index and lists oral histsory centers with descriptions of their holdings which relate to all the mass media.

Rivers, William, Wallace Thompson and Michael Nyham, *Aspen Handbook on the Media, 1977-79: A Selective Guide to Research Organizations and Publications in Communications* (1977), 3rd ed. Since 1973 a project of the Aspen Institute Program on Communications and Society, part of the Aspen Institute for Humanistic Studies, New York. Covers "the organizations, publications, research efforts and government agencies particularly concerned with national policy issues in mass communications," including schools with research programs in communications, nonacademic institutions, organizations supporting research, general communications organizations, media action groups, government policy-making bodies, communications law courses, international communications organizations, special libraries, periodicals, books, bibliographies and films.

Sterling, Christopher H. and Timothy R. Haight. *The Mass*

Media: Aspen Institute Guide to Communication Industry Trends (1978). More than 300 tables give data about U.S. mass media. Historical statistics on media industry cover growth, ownership and control, economics, employment and training, content trends, audiences and U.S. media industries abroad. Data are given by media, with interpretation.

"The Journalism Organization: A Directory of 55 Major Listings." *Quill* (1978). Special issue includes a directory of 55 major organizations, societies and associations with addresses and phone numbers, founding dates, activities and publications and lists 64 minor organizations.

Working Press of the Nation (New York: Farrell Publications, 1945). Biennial, annual since 1959, this work covered only the working press of New York at first but is now international in scope. In four volumes: 1) newspaper and allied services directory; 2) magazine and editorial directory (service, trade, professional, industrial, farm, agricultural, consumer news publications); 3) radio and television directory (stations, networks, programs, etc.); 4) feature writer and syndicate directory (including photographers and photo sources).

Wynar, Roman Lubomyr, *Encyclopedic Directory of Ethnic Newspapers and Periodicals in the United States* (1972). Lists by ethnic group both English and foreign language publications.

Bibliographies

Blum, Eleanor, *Basic Books in the Mass Media* (1980). The second edition of an indexed, annotated, selected list of books on general communications, book publishing, broadcasting, film, magazines, newspapers, advertising and indexes.

Danielson, Wayne A. and G. C. Wilhoit, *A Computerized Bibliography of Mass Communication Research, 1944-1964* (1967). A Keyword-in-Context (KWIC) index lists 21,338 articles on mass communication appearing in 48 journals.

Hansen, Donald A. and J. Herschel Parsons, *Mass Communication: A Research Bibliography* (1968). A selective, classified bibliography of writings published since 1945 covering the media and their content, audiences and social effects.

Matlon, R. J. and I. R. Matlon, *Index to Journals in Communication Studies through 1974* (1975). A cumulated index to selected

communication journals, including *Journalism Quarterly, Journal of Broadcasting* and *Journal of Communication* from inception.

Rafi-Zadeh, Hassan, *International Mass Communication: Computerized Annotated Bibliography* (1972). Includes articles, dissertations and theses.

University Microfilms International, *Mass Communications: A Catalog of Dissertations, Theses, Books and Serials* (n.d.). This is a list of more than 2,200 works and periodicals that cover newspapers, magazines, radio and television in the U.S. and abroad: 1,900 dissertations, 200 theses, 50 books and 56 magazines available for purchase from University Microfilms in Ann Arbor. Lists books on mass communications available as reprints.

Indexes

"Articles on Mass Communication in U.S. and Foreign Journals," in *Journalism Quarterly* (v. 1-, 1924). One of the oldest and most scholarly journals carries a bibliography in each issue.

Communication Abstracts (1978-). Abstracts books, journal articles and research papers on all the media in more than 60 professional publications. Published by Sage, Beverly Hills.

Current Contents (1961-). Indexes published in sections since 1961; each weekly number reprints tables of contents from journals in various fields, including *Current Contents: Arts & Humanities* (1979-) and *Current Contents: Social and Behavioral Sciences* (1969-).

Gazette: International Journal for Mass Communications Studies (1955-). Dutch publication has bibliographies and abstracts. Published in English, French and German editions.

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